



# Innovator, entrepreneur or newcomer...

However you see yourself, you know you've got potential.  
But potential needs realising – and perhaps you could do with a little help.

Welcome to Cisco. And welcome to our range of start-up programmes  
that have been especially created with you in mind.





# From idea to small business, and everything in between.

Whether you've got a great idea that needs nurturing or you're a mature start-up wanting to grow. Whether it's collaboration or inspiration that you're seeking, like-minded or open-minded that will help, we've got it covered.

Designed to support, encourage and fast-track tech start-ups in the UK and Ireland, our start-up programmes have been carefully created to support and empower you every step of the way as you journey from idea to thriving small business.



# Cisco start-up programmes

Your journey from idea to start-up to scale-up starts here.  
All you have to do is decide where you'd like to get on.

## The BIG Awards

Win support to take your great idea to the next level.

## IDEALondon

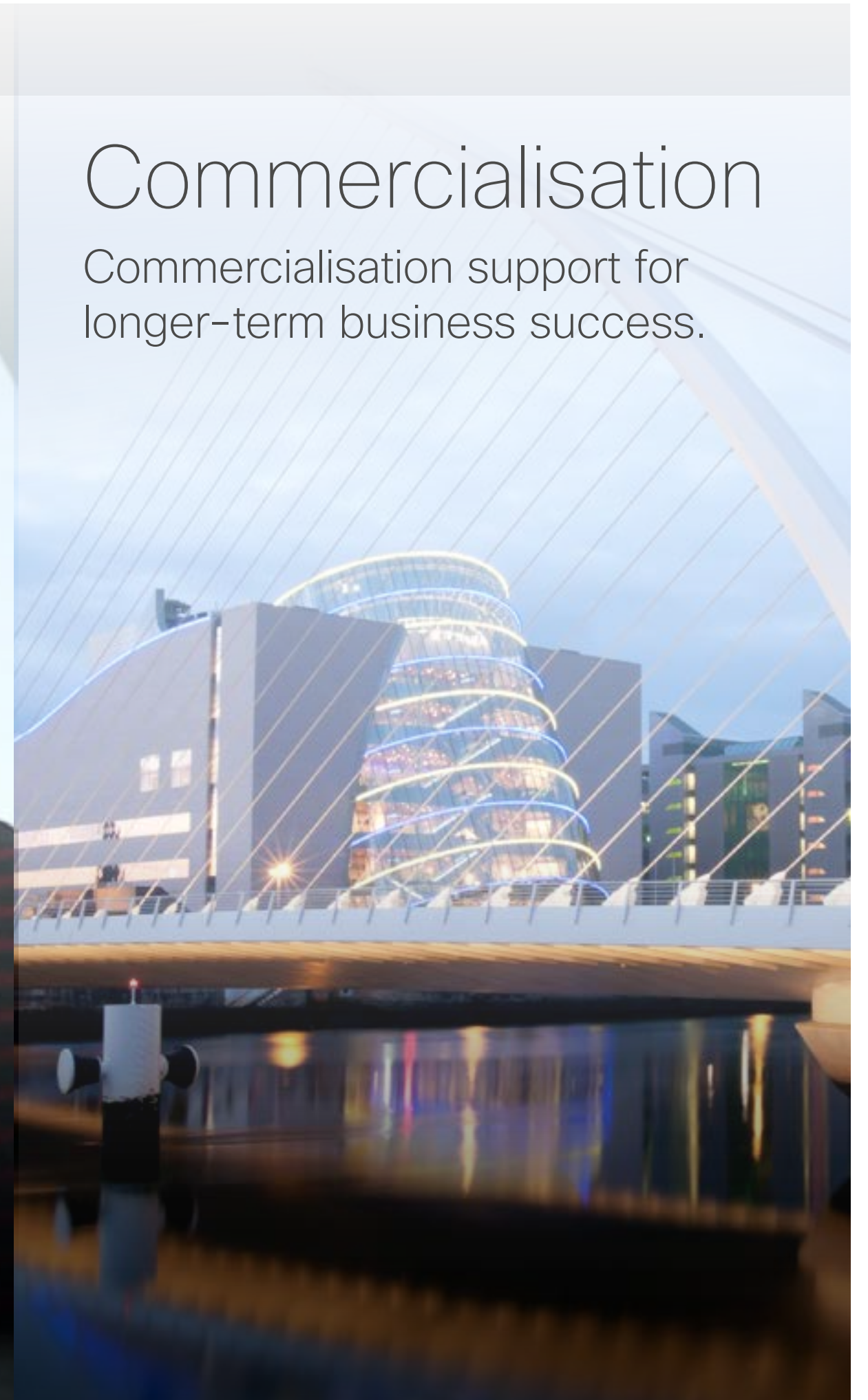
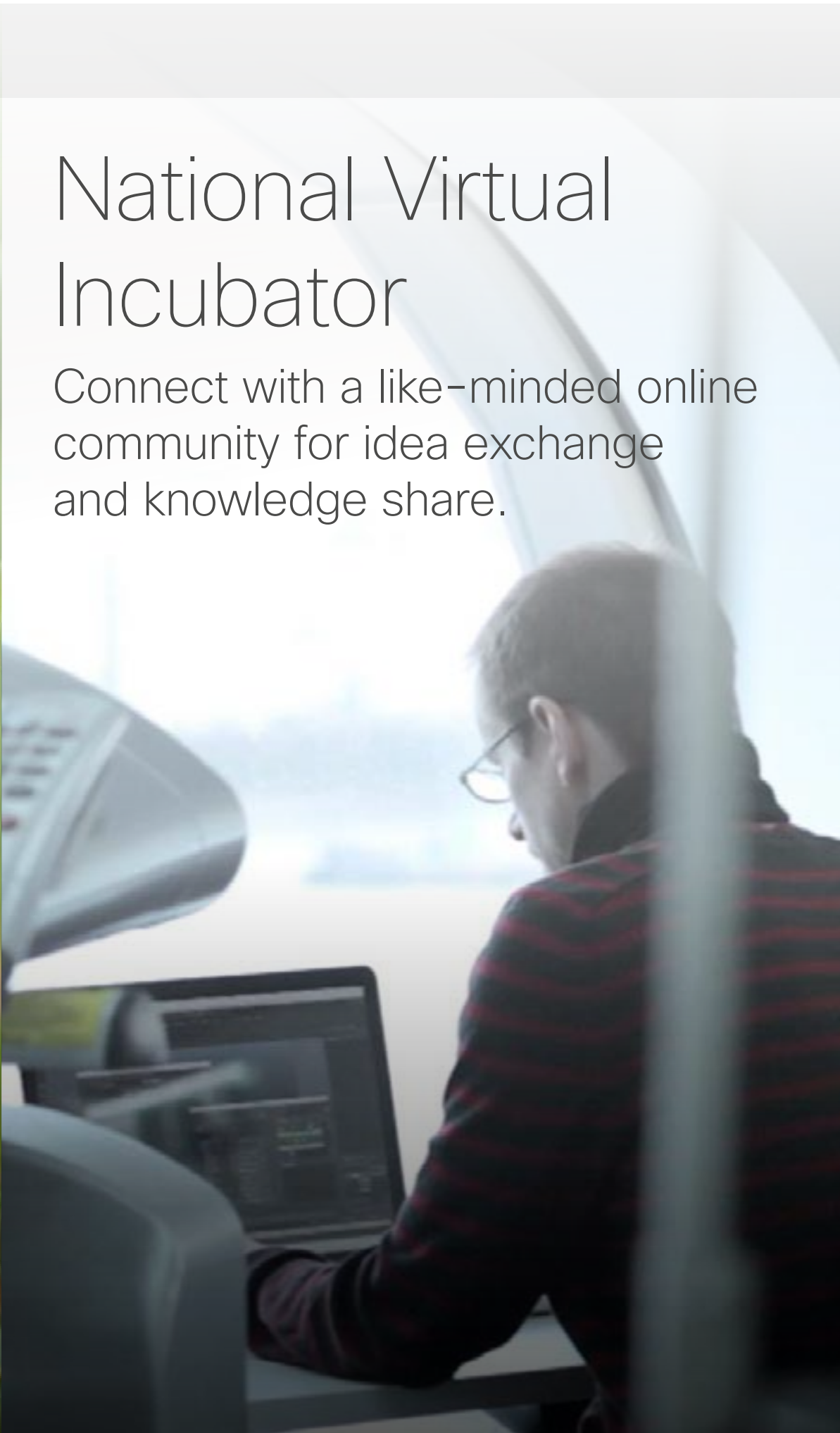
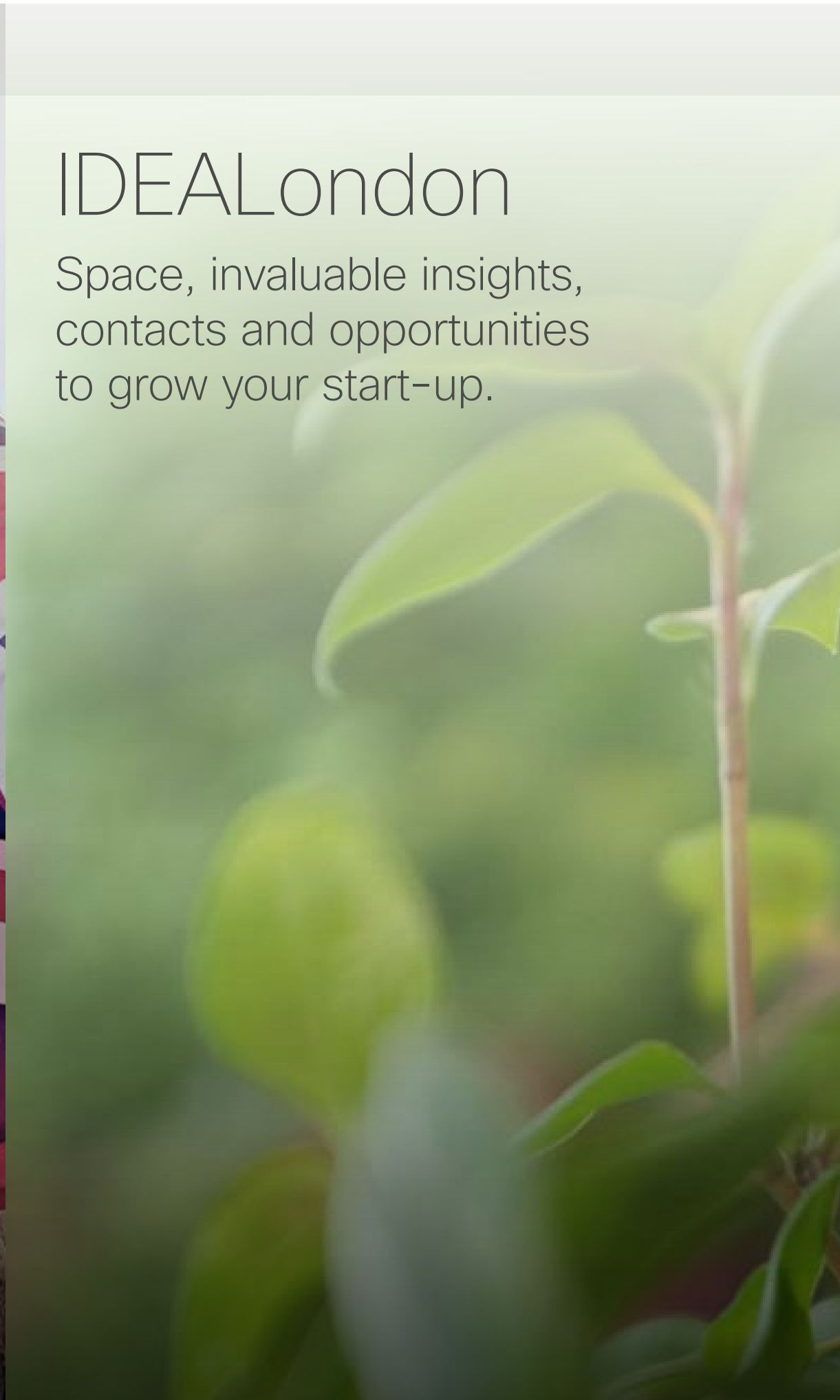
Space, invaluable insights, contacts and opportunities to grow your start-up.

## National Virtual Incubator

Connect with a like-minded online community for idea exchange and knowledge share.

## Commercialisation

Commercialisation support for longer-term business success.





# Cisco start-up programmes

## The BIG Awards

Enter the BIG Awards for the chance to help turn your great idea into your own small business. A competition designed to discover the very best up-and-coming tech start-ups in the UK, prizes include financial support, business mentoring and tailored support packages from a team of committed sponsors – the perfect platform to get you to the next level.

“Winning the Cisco BIG Awards has been fantastic for us. The cash makes a huge difference, obviously, as well as the mentoring and support from Cisco and the awards sponsors.”

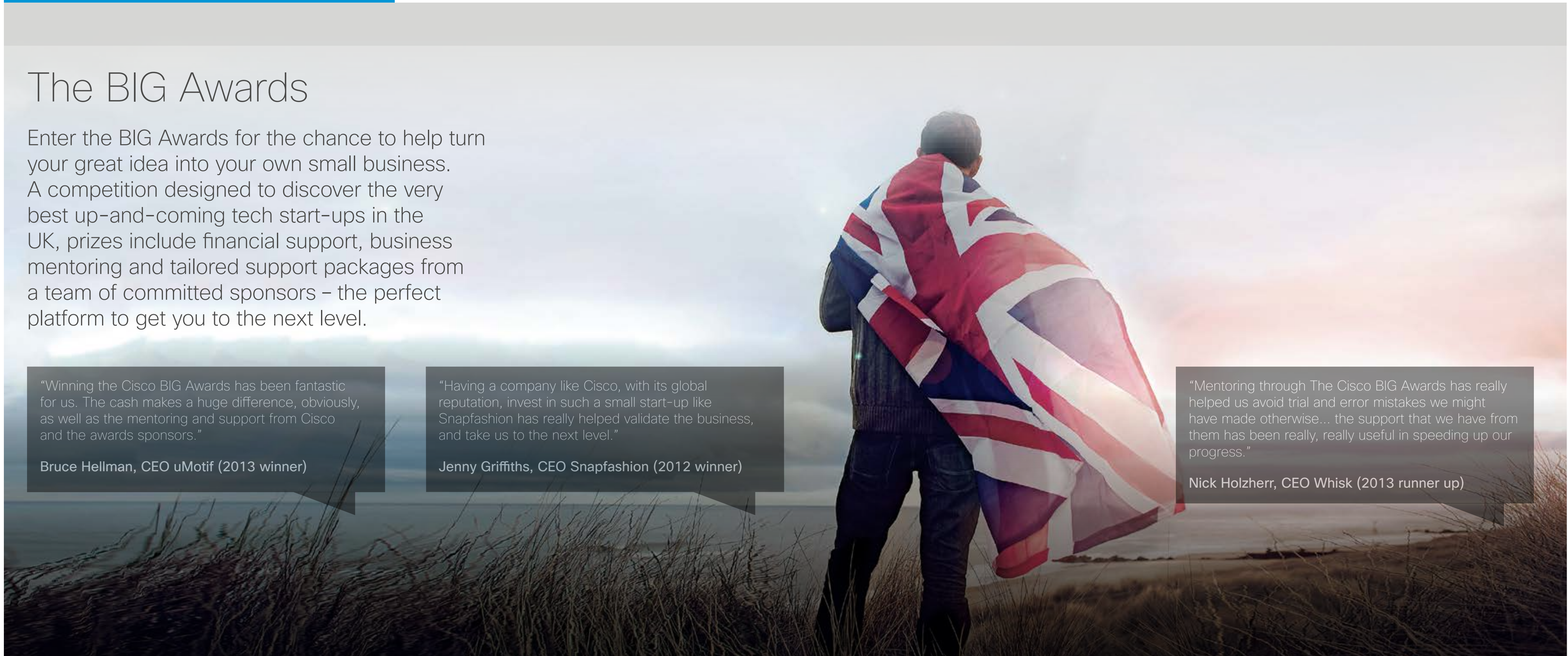
**Bruce Hellman, CEO uMotif (2013 winner)**

“Having a company like Cisco, with its global reputation, invest in such a small start-up like Snapfashion has really helped validate the business, and take us to the next level.”

**Jenny Griffiths, CEO Snapfashion (2012 winner)**

“Mentoring through The Cisco BIG Awards has really helped us avoid trial and error mistakes we might have made otherwise... the support that we have from them has been really, really useful in speeding up our progress.”

**Nick Holzherr, CEO Whisk (2013 runner up)**





# Cisco start-up programmes

## IDEALondon

A philosophy of empowerment and enablement informs this carefully crafted post accelerator programme focused on the future: your future. From the immediate open working environment of IDEALondon in the heart of London's Tech-City to a training programme accessed when you and your business needs it the goal is singular – long-term business sustainability.

Championed by a world class trio of Cisco, DC Thomson and UCL this refreshingly light-touch, high-relevance support enables you to grow in confidence and capability as you journey from mature start-up to sustainable business.

"IDEAL is the only one of its kind. It nurtures start-ups into potential, industry-changing companies giving us the opportunity to network with, and potentially sell to, a leading IT company like Cisco."

Jacoby Thwaites, CEO and founder, SPARKL

"The seminars are valuable and there's ongoing support in key areas, but all of it is pitched to allow us to focus on getting on with the business."

Nic Mason, COO, EnergyDeck

"Having the credibility of being a member at IDEAL and the support of Cisco is really helping us to grow our business."

Bill Clee, CEO & Founder, Asset Mapping





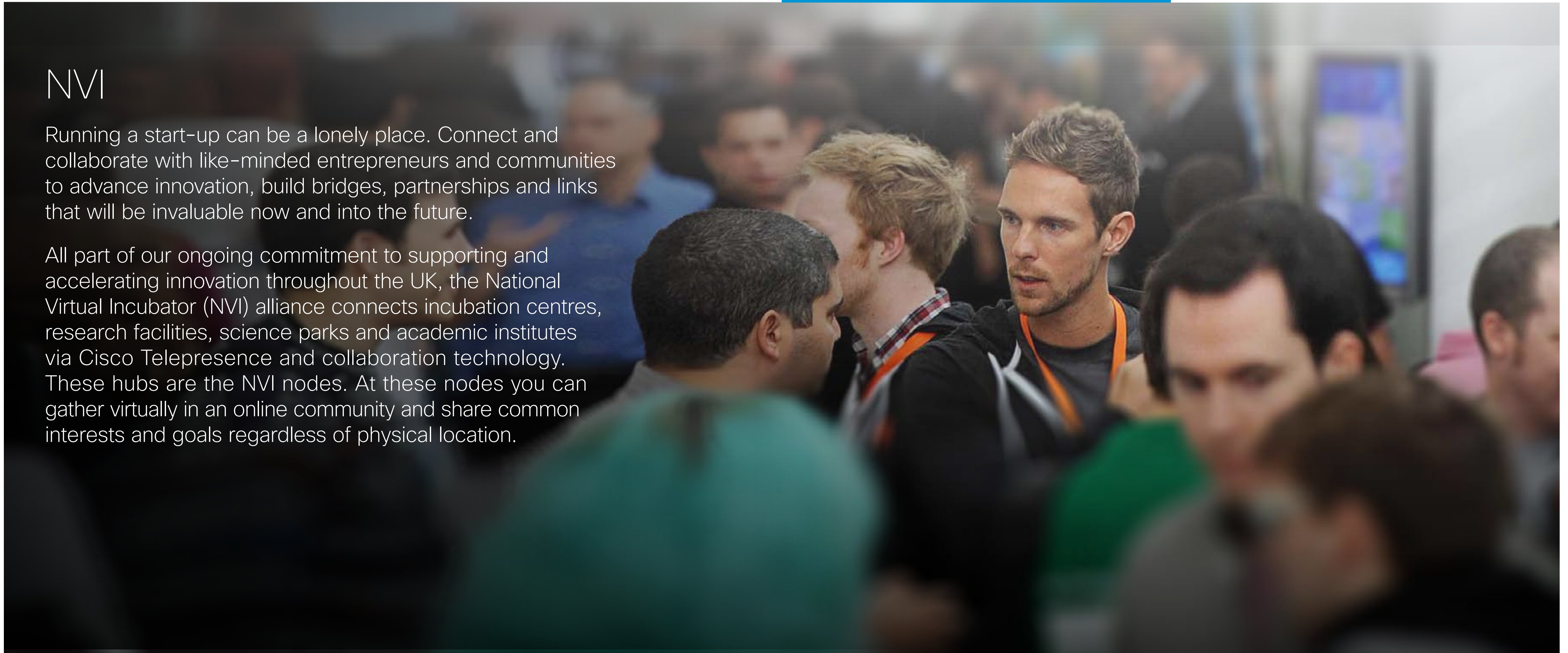
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# Cisco start-up programmes

## NVI

Running a start-up can be a lonely place. Connect and collaborate with like-minded entrepreneurs and communities to advance innovation, build bridges, partnerships and links that will be invaluable now and into the future.

All part of our ongoing commitment to supporting and accelerating innovation throughout the UK, the National Virtual Incubator (NVI) alliance connects incubation centres, research facilities, science parks and academic institutes via Cisco Telepresence and collaboration technology. These hubs are the NVI nodes. At these nodes you can gather virtually in an online community and share common interests and goals regardless of physical location.





# Cisco start-up programmes

## Commercialisation

You're already a promising start-up and now you're looking to evolve into a thriving small business. We can help you to commercialise your business faster – whether that's securing customers, gaining industry recognised Cisco accreditation or securing new revenue streams. Commercialisation is a fundamental part of our mentoring support but unlike that offered to IDEALondon residents, this is a virtual support so you don't have to be based in London. Work with us and enjoy the benefits of our broad ecosystem, technical guidance and expertise for your longer-term commercial success.

"Being able to forge relationships with a company like Cisco has helped SPARKL pass the rigorous IVT testing and bumped us up to Preferred Solution Partner – our company highlight so far!"

**Jacoby Thwaites, CEO and founder, SPARKL**

"For a start-up, it's all about getting to market and selling our products. Cisco has the capability, reputation and reach to support us with this and first and foremost, offers a reality check on whether what we are developing adds value to customers."

**Bill Clee, CEO & Founder, Asset Mapping**

